

Message Text

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FM USINT BAGHDAD

TO MR BOB ANTHONY, PRESIDENT

NATIONAL BROILER MARKETING ASSOCIATION

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E.O.11652: N/A

TAGS: BAGB, IZ

SUBJECT: US CHICKEN RECEIVED WELL IN IRAQI MARKET

IN CONVERSATION AUGUST 5 WITH HUSAIN AL-ANI, PRESIDENT OF STATE ORGANIZATION FOR AGRICULTURAL DEVELOPMENT, USINT OFFICER DISCUSSED IRAQI MARKET PLACE ABOUT A MONTH AGO. AL-ANI SAID REACTION WAS ENTIRELY FAVORABLE AND THAT US BROILERS WERE OF HIGHEST QUALITY. ONLY PROBLEM SO FAR, HE SAID, WAS COMPLAINTS FROM IRAQI PRODUCERS, WHO PROVIDE ABOUT 50 PERCENT OF IRAQI CONSUMPTION, THAT US BROILERS ARE PUTTING THEIR PRODUCTS AT DISADVANTAGE IN IRAQI MARKET PLACE. AL-ANI SAID THAT TO APPEASE THEM HE HAD RAISED PRICES OF BROILERS TWENTY PERCENT. HE ALSO REMARKED THAT THE THOUGHT THERE WOULD BE CONTINUING MARKET FOR IMPORTED BROILERS IN IRAQ BECAUSE GOI PLANS TO INCREASE PER CAPITA CONSUMPTION TO 10 KILOS A YEAR, UP FROM ABOUT 7.5 KILOS CURRENTLY. PRESENTLY IRAQ PRODUCES ABOUT 30 MILLION BROILERS A YEAR, AND GROWTH IN DOMESTIC PRODUCTION IS NOT EXPECTED TO MATCH GROWTH IN CONSUMPTION.

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